

We claim:

- 1 1. A method for specifying user preferences, comprising the steps of:
 - 2 generating a pull-down menu in a graphical user interface; and
 - 3 moving labeled items in said pull-down menu representing choices such that
 - 4 relative positions of said items correspond to relative user preferences.
- 1 2. The method of claim 1 comprising the further step of deleting said items representing
 - 2 unacceptable user choices.
- 1 3. The method of claim 1 comprising the further step of deleting said items representing
 - 2 uninteresting user choices.
- 1 4. The method of claim 1 comprising the further step of limiting the number of said items
 - 2 using a cut-off bar.
- 1 5. The method of claim 1 wherein said moving step comprises substeps of clicking and
 - 2 dragging.

1 17. A computer program product for specifying user preferences comprising a machine-
2 readable medium having computer-executable code means thereon including:

3 a first code means for generating a pull-down menu in a graphical user interface;

4 a second code means for moving labeled items in said pull-down menu

5 representing choices such that relative positions of said items correspond to

6 relative user preferences; and

7 a third code means for processing said specified user preferences.

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